

THE TRUE NORTHERNER

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ADVERTISING RATES.

Display advertising, rates furnished on application.
Classified advertising, three lines or less, 25 cents. All over that number, 5 cents per line extra.
Card of thanks, 25 cents each.
Obituary, poetry and resolutions, 5 cents a line.
Notices of births, deaths or marriages will be printed free as news matter.

The Efficiency of Buying at Home.

Did you ever stop to think what a convenience it is to have a full line of good retail stores at home in our own community?

It enables people to see goods at any time before paying down money. In that way the purchaser detects many faults that could never be found in buying from a catalog cut.

Furthermore you get your goods when you want them without bother, letter writing, or without the fatigue of a journey to a big city and tramping all over its streets. It is an economy of time, car fares, human energy.

Furthermore, you can do your shopping at your leisure, when you are in a mood for it, rather than in the haste and flurry of a trip out of town. In our home stores you take all the time you want to talk over your purchase and inspect goods. You can positively assure yourself that you are buying right.

Furthermore, you can get more personal and intelligent attention in a home store than anywhere else. The proprietors and clerks must please home trade, or get out of business. It is human nature to take more pains for people that are known than for strangers. The home merchant will go the utmost limit to give satisfaction for defects in the goods, and without irritating red tape.

When locating for residence or business, people are as slow to settle in a place lacking good stores as in a place where the water is not good.

If we want to draw in new residents, everyone must do his share to provide them with the conveniences of retail trade. The only way to do this is to patronize the home merchant.

It is the good fortune of this community to have a line of finely equipped attractively stocked retail stores. But if every dollar possible were spent at home, these stores could grow faster, put in fuller assortments, employ more clerks. Thus they would contribute to the convenience of every resident and add to the prosperity of every property holder.

Anonymous Letter.

It is strange what ideas some people have in regard to anonymous letters. The county officials, especially the sheriff and prosecutor receive many such letters during the year telling them that they are remiss in their duties, and advising them to do this or that or some other thing. Just as an illustration, one of the officers of Van Buren county recently received such a communication evidently from a woman, signed "Get Busy." Her labored efforts to disguise her handwriting were ludicrous, and indicated the narrow mind from which the effusion emanated. The letter stated that the local druggist in a neighboring town, was selling whiskey in any amount to anybody who wanted it and should be punished to the extent of the law. The village in question has officers who

would undoubtedly investigate the matter had it been called to their attention, or had the party who signed "Get Busy" made a complaint either in person or by letter, properly signed, to the prosecuting attorney, results would have followed.

When the time comes that narrow minded, back biting, hypocritical, anonymous writing people cease to exist, then verily the Millennium will be at hand.

Any person who knows of a law being violated and wants to have the same enforced, should not be ashamed of their names, as all "Get Busy" letters are invariably relegated to the waste paper basket.

Taft's Dignified Campaign.

So far as President Taft is concerned the campaign for his renomination will be conducted in a dignified manner. He has advised his friends everywhere to avoid personal criticism of any candidate. He does not believe in personalities and never indulges in them. He desires the campaign in his behalf conducted along impersonal lines. Then, too, he feels absolutely certain that he will be renominated by a tremendous majority on the very first ballot and he wishes his campaign conducted in such a frank, open, honorable manner that after the votes are counted there will be no feeling of resentment among the friends of opposing candidates. The President harbors no ill-feeling toward any of the other candidates or their friends. He is a candidate upon his merits and relies solely upon the record of the achievement of his present administration for his renomination. So far as the president and his friends are concerned it will be a campaign of education not vilification. If there is any mud-slinging indulged in, it will not emanate from those who are working for the renomination of President Taft.

ONCE more we say, lets not get too excited in regard to the presidential situation. The republicans will make a selection in the National convention, and who ever that choice may be will be a man the party can get behind and triumphantly elect.

SPEAKING of the "Initiative Referendum and Recall" we had it with a vengeance on the Good Roads proposition last Monday. The Road was the Initiative, the people the Referendum and it was buried beyond Recall.

THE people of Michigan will now have an opportunity to say whether or not women of the state shall have the right of franchise and it is probable that the verdict will be yes.

DON'T say this or that man cannot be elected if nominated. The republicans will nominate a man for president that can and will be elected.

THE robins begin to sing a little more cheerfully.

GREEN onions, yum yum, we can smell them now.

SHOULD WORK BOTH WAYS

A merchant says to a farmer who had a bill of goods from a mail order house, "Why didn't you buy that bill of me, I could have saved you the express and you would have been patronizing the home store." The farmer replied "why don't you patronize your home papers and advertise? I read them and I didn't know you had that particular line." "It's a poor rule that won't work both ways."

Are you advertising
In the same old foolish way
That your grandad did before you
And persist it doesn't pay.
Think the world knows your address
Cause it hasn't changed in years.
Wouldn't the paths of this logic
Drive a billy goat to tears.
Just a card is all you care for
Hidden, lonesome, and unread
Like the sign upon the tombstone
Telling folks that you are dead.
Wake up man and take a tonic,
Bunch your hits and make a drive.
Let people know you want their
business.
Advertise and keep alive.

BARTHOLOMEW-McNEIL.

The Colorado Springs Gazette of Sunday last, contains an account of the marriage of Mrs. Lillian B. Bartholomew formerly of Paw Paw, to Eugene McNeil of Lawton, which occurred at the home of Mrs. E. W. Penrod in Colorado Springs on Sunday, March 24. Mrs. C. H. Nicholson of Paw Paw, mother of the bride was present at the wedding. The happy couple will be at home in Lawton after April 15.

NEW REAL ESTATE FIRM.

Paw Paw now has another Real Estate firm. Cyrus A. Potts of Paw Paw and Fred E. Langley of Springfield, Illinois, have formed a partnership and have offices in the Longwell block, in the rooms formerly occupied by Dr. W. F. Hoyt. Mr. Potts states to The True Northerner that they will conduct a general real estate business, and will boost for the interests and welfare of Paw Paw.

BIG TRIP FOR BOY.

Teddy Ferguson will take quite a trip this week, for a youngster of his age. He will leave today to join his mother and little sister in Charleston, West Virginia, where he will spend the vacation with an uncle. His father will accompany him as far as Kalamazoo, and Teddy will journey the rest of the way alone.

IMPORTED FROM CHINA.

The display of reed furniture in Hawley & Warner's window this week, attracted considerable attention. This fine furniture was made in China and imported direct by Hawley & Warner. The bill of lading was also displayed as evidence of the fact. This display would be a credit to any city window display.

TO HOSPITAL FOR OPERATION.

A telegram to I. A. Whitman last Tuesday stated that their daughter, Mrs. C. N. Hathaway had been taken to a hospital in Seattle, Wash., her home, for an operation. A later message stated that the operation was successful, and that she was getting along nicely.

THE FREES ARE HOME.

Mr. and Mrs. John Free and son Lynn have returned from their western trip, refreshed in health and spirits, with glowing accounts of the delights of California, but with a feeling of gladness to be home again and that "Michigan is good enough for me."

EVENING WITH PASTOR.

Rev. Luther met his Sunday school class at his home last Friday evening and a very pleasant time was the result. A short program of recitations and music was enjoyed, but the sweetest thing they had was maple sugar. It was a popular number and well received.

OBITUARY

MRS. LYMAN COOPER.

Mrs. Lyman Cooper died at the home of her son, Rev. Elam Branch, at Ionia, Friday, death resulting from an operation for the removal of gall stones which was performed two days prior to her death.

Mrs. Cooper went to Ionia for a short visit the Thursday prior to her death, apparently in the best of health. Following the operation she rallied and recovery seemed sure but 20 hours before her death she began to fail and passed away quietly and without suffering.

The remains were brought to Lawrence Saturday and the funeral was held Sunday afternoon, from the Baptist church, her son, Rev. Elam Branch, officiating, not from choice but because no other minister could be found whose time was not taken. Interment was made in the Hill cemetery.—Lawrence Times.

MRS. ROZELL.

Mrs. John Engel arrived Saturday from a two months' stay at Brussels, Canada, where she was called by the illness of her mother, Mrs. Rozell, who passed to the land beyond on March 15.

Mrs. Rozell was one of sweet christian character, well beloved by all who knew her. The remains were carried by the sons and sons-in-law to her resting place beside the husband, who had gone only 15 months before to that better land.

Message of the Gulls.

Have you met a great sea gull beating leisurely up river, his wide-stretched wings upbearing him as if he were no heavier than a drifting flower petal? Perhaps the gulls do not come as far as Lewiston, but eight or ten miles down the river they are often to be seen. Who knows what they come for?—clams, very likely, or a chance to make fun of the landlubbers. But they always seem like a message from the sea—as if a wild gray wave had taken wing to tell us that there are places where the world is wide and wonderful, and we might see the beat of restless waters clear to the edge of the world.—Lewiston (Me.) Sun.

Began Campaigning Early.
Robert Luce, the newly elected lieutenant-governor of Massachusetts, might be said to have begun campaigning at the age of 7, and has been in politics all his life. He was a precocious child and his father took him along on numerous campaigns, with the result that the lad showed a man's capacity for reasoning and work long before his majority. At 17 he went to Harvard and found the studies so easy that he took up newspaper work for a Boston daily, besides doing a large amount of literary work.

Animals That Count.

There are human beings, such as inhabitants of the Murray Islands in the Straits of Torres, that cannot count further than two. But, most surprising still, most animals possess calculating abilities, and several have a distinct appreciation of number. In certain mines of Hainault the horses are so used to traversing the same road thirty times that after their last round they go to the stable of their own accord and refuse to take another step. Montaigne says that the oxen employed in the royal gardens of Susa for turning the wheels to which the water pails were attached, absolutely refused to make more than 100 rounds, which constituted their daily task.

Hard to Make Impression.

One great reason why Experience is considered such a hard teacher is the fact that her pupils are frequently so unwilling to learn that they require to have a lesson hammered in two or three times before they finally get it.

Method in Her Madness.

A woman withdrew her divorce suit against her husband and bought him an aeroplane. Evidently undertakers are cheaper than lawyers in her town.—Baltimore Sun.

Result of Too Much Beef.

Some doctors say a regular diet of beef makes people ill-tempered and cross.

To Him Who Learns.

Perennial youth and health of mind and body is only for him whose mind is growing daily through the absorption of those thoughts that quicken every faculty and thrill every feeling with a sense of unlimited life.—Walter De Poe.

Compressed Flour.

Experiments in compressing flour show that its keeping qualities are prolonged almost indefinitely by the process. Its bulk decreases by one-third.

Wonderful Human Voice.

In producing the tones or inflections of the human voice 44 muscles are brought into play.

The Paw Paw Savings Bank

ESTABLISHED IN 1886

Transact a general banking business. Respectfully solicit the patronage of farmer, merchant and individual, offers the convenience of both a Commercial and Savings Department.

Pay your bill by check and at the end of each month receive a statement of your account with the cancelled check returned.

A CHECK IS THE BEST RECEIPT

Deposit Your Surplus in our Savings Department where Compound Interest will help it grow.

The Paw Paw Savings Bank

JOHN W. FREE, President. WM. R. SELICK, Vic-Pres.
CARL A. WOLFS, Cashier.

Four is Their Limit.

A close observer has definitely established the fact that magpies and rooks cannot count further than four. A rook never returns to its nest until it is quite satisfied that there is no danger near. When four hunters or less departed in succession from a near by log cabin the rook would return to its nest after the last had gone out of sight. But whenever there were more the bird lost count and returned to its nest even while some were still in the hut. Similarly, apes do not count further than four, and the Boers of the Transvaal, when they want to hunt these animals, hide in numbers exceeding four. Four depart in succession in such a manner as to be noticed by the apes, who then come forth and are easily captured.

In an Up-to-Date Town.

R. G. Knox, former pastor of Troun Memorial church, now has a charge in a town in Colorado. Though they have been in Colorado only a month Mrs. Knox has already adopted the personal pronoun in speaking of the town. She also seems to possess originality of expression. In writing to a friend here she said: "We are the county seat and an up-to-date town in every respect. Since writing you last we have had one murder, one suicide, one death by a gun going off that wasn't loaded, and quite a number of other social affairs."—Indianapolis News.

Horse Shoeing!

Special Prices

For Cash Only

15c per shoe for setting, \$1.25 for four new shoes

At City Shoeing Shop.

BEN. LOFTS

THE TIME OF YEAR FOR THAT TIRED FEELING

SURE, Spring and warm weather has come and you need something to cleanse the blood after stuffing and eating so much of the fatty foods all winter. Prepare your system for the hot summer weather.

Sarsaparilla Tonic

Cleanses the blood of all impurities and gets the system in condition to ward off many of the summer diseases. Do it now. Do not wait until summer and the hot weather have come.

HARMONY COLD CREAM

and

VIOLET DULCE TALCUM

Are just the right things to keep the face and hands soft and white.

EVERY SATURDAY WE HAVE THE

SATURDAY CANDY SALE

50c-Box 29c

VINOL

You know that is a flesh builder.

1-lb. Tulip Writing Paper, 3 pkgs. Tulip Envelopes 50c

MAXINE ELLIOTT SOAP

For Saturday, 4 bars for 29c

A LARGE BOX LINEN STATIONERY

40c Value 29c

The Rexall Store

Paw Paw Drug Co.